

# U.S. Customs and Border Protection

# STRATEGY 2021–2026

## CBP STRATEGY PYRAMID

One of the hallmarks of a truly great organization is a strong identity with an unshakeable sense of purpose. CBP's dedication to fulfilling our Vision, Mission, and Enduring Mission Priorities is what makes us the premier law enforcement agency. These core elements define who we are and what we do, and they are essential to our success.

### ■ Counter Terrorism:

Anticipate, detect, and disrupt the threat of terrorists, their weapons and actions to protect the people and economy of the United States

### ■ Combat Transnational Crime:

Detect, deter, and disrupt transnational organized crime that threatens U.S. national and economic security interests at and beyond the border

### ■ Secure the Border:

Protect the Homeland through the air, land and maritime environments against illegal entry, illicit activity, or other threats to uphold national sovereignty and promote national and economic security

### ■ Facilitate Lawful Trade and Protect Revenue:

Enable fair, competitive, and compliant trade and enforce U.S. laws to ensure safety, prosperity, and economic security for the American people

### ■ Facilitate Lawful Travel:

Enable, enhance, and transform the travel experience by anticipating, detecting and intercepting threats prior to and at ports of entry



CBP's continued success as a threat-based, intelligence and data-driven, operationally focused enterprise absolutely depends on how well we focus on these five Mission Priorities. They are critical to our efforts to make CBP stronger, more efficient, and more effective.



U.S. Customs and  
Border Protection

# U.S. Customs and Border Protection STRATEGY 2021–2026

## CBP MISSION

Protect the American people, safeguard our borders, and enhance the Nation's economic prosperity

## CBP VISION

Enhancing the Nation's security through innovation, intelligence, collaboration, and trust

### Goal 1: **MISSION** — Protect the American people and facilitate trade and travel.

|                      |                                                                                    |                                   |                                                                                                                                                                                    |
|----------------------|------------------------------------------------------------------------------------|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Strategic Objectives |   | <b>Counter Network</b>            | Leverage CBP's unique authorities, data holdings, Intelligence Enterprise, and partnerships as part of a coordinated counter network approach against cross-border threat networks |
|                      |   | <b>Awareness and Enforcement</b>  | Increase situational awareness to impede and respond to illicit cross-border traffic                                                                                               |
|                      |   | <b>Secure and Compliant Trade</b> | Anticipate, identify, and address threats that inhibit cross-border commerce                                                                                                       |
|                      |   | <b>Biometric Identification</b>   | Leverage cutting-edge technology to transform traveler verification and dramatically reduce the need to verify physical travel documents                                           |
|                      |   | <b>Targeting and Vetting</b>      | Integrate classified and sensitive information to better inform travel and immigration benefit decisions                                                                           |
|                      |  | <b>Stakeholder Experience</b>     | Champion and improve stakeholder interactions to protect and facilitate lawful travel and business                                                                                 |

### Goal 2: **TEAM** — Build a sustainable, capable workforce that is adaptable and resilient in the face of dynamic challenges.

|                      |                                                                                     |                                                     |                                                                                                                                           |
|----------------------|-------------------------------------------------------------------------------------|-----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| Strategic Objectives |  | <b>Talent Acquisition and Workforce Development</b> | Recruit, hire, and train the most qualified people                                                                                        |
|                      |  | <b>Wellness and Resilience</b>                      | Promote physical and emotional health for employees and their families                                                                    |
|                      |  | <b>Partnerships</b>                                 | Expand strategic CBP partnerships to promote economic cooperation, identify and mitigate threats, and extend influence beyond our borders |

### Goal 3: **FUTURE** — Improve CBP capability to support operationally focused, threat-based, intelligence and data-driven execution.

|                      |                                                                                     |                           |                                                                                                                               |
|----------------------|-------------------------------------------------------------------------------------|---------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| Strategic Objectives |  | <b>Data and Analytics</b> | Maintain reliable data and apply advanced analytics to explore insights that inform critical strategic and tactical decisions |
|                      |  | <b>IT Infrastructure</b>  | Provide fast and reliable access to resilient, secure infrastructure to streamline CBP work                                   |
|                      |  | <b>Intelligence</b>       | Strengthen CBP's ability to identify and address current and emerging threats impacting our nation's security                 |



U.S. Customs and  
Border Protection